第３講 英語長文演習③

次の英文を読んで，問に答えなさい。

Candy is celebratory. Almost every culture celebrates with sweets, but in the United States, candy and its holiday packaging is central in the celebration of holidays such as Easter, Halloween, Valentine's Day, Christmas, and New Year’s; a box of chocolates is often considered the perfect gift for (a)the person who is “hard to buy for”. Candy is also big business. Much of the candy industry’s total sales of around $28 billion per year are sold around the holidays. According to the National Confectioner Association*, of the $92.91 spent on candy per person in the United States, $20.39 is spent on Halloween candy（ ア ）.

All of this celebrating results（ イ ）a punishing amount of material being sent into the waste stream. Waste and Resources Action Program (WRAP), the United Kingdom’s waste management program, estimates that 3,000 tons of waste are generated by the packaging of Easter candy bought in the United Kingdom. In 2009, WRAP worked with confectionary manufacturers, who then significantly reduced the environmental impact of their Easter products.

Not all of candy's packaging is based on marketing strategy; much of it is driven by science. A candy dish is still seen as a form of hospitality,（ ウ ）it is sitting on a grandmother’s coffee table or on a hostess counter at a restaurant. Historically, people would simply reach in with fingers to grab a few unwrapped candies, but people now want after-dinner mints to be individually wrapped so that they are germ-free. Keeping germs out of foodstuffs requires packaging.

NOTE

Some design is（　V　）with keeping candy（　ロ　）breaking; people want to open candy and find it intact to have the pleasure of breaking it, dividing it up, unraveling* or stretching it into bite-size pieces. Keeping candy intact during shipping and storing requires packaging.（中略）

According to an Environmental Protection Agency 2008 report, containers and packaging generate 30.8 percent of municipal solid waste, representing the largest portion of the total amount. Food scraps made up 12.7 percent of the total municipal solid waste that year, but candy is really not a major offender in this category. Candy is not highly perishable, and for most people, candy is a prized food, meaning the candy is（　W　）to be consumed.（　X　）, most candy packaging ends up in landfills. It is also present as litter: on the street, in waterways, and along roads. The packaging consists（　ハ　）some paper, aluminum foil, and plastic. The mixed polymers that compose the plastic film used in candy packing do not lend it to recycling; it can be incinerated*, but most of this waste（　Y　）finds its way into a landfill.

Bulk candy, some of which is not individually wrapped, is sold in some venues, and is the best choice for anyone（　V　）about unnecessary packaging entering the waste stream. As in other product categories, there has been some effort to use biodegradable* packaging, and there is a small industry that uses recycled juice bags and some brands of candy wrappers to create tote bags, jewelry, and other accessories. But (b) these efforts are small in proportion to the problem.

NOTE

Maybe the worst offenders are products that are both candy and toys, such as lollipops* that have flashing lights, lollipops attached to a battery-powered motor that（ あ ）them spin, and plastic covers that（ い ）them（ う ）（ え ）microphones.

Although it seems a large part of candy marketing is aimed at children, it may be more correct to say it is directed at childhood. Adults buy candy for children (c) as a means of vicarious pleasure, remembering how much candy meant to them as children. Part of the pleasure of candy is nostalgia, not just of the candy itself, but also of the packaging. One development in the candy industry is marketing of nostalgia candy; consumers want the candy of their childhood, and this demand is（ Z ）met primarily through Internet sales. The home delivery of products has some increased impact on the waste stream if consumers do not make the effort to recycle the cardboard boxes, plastic bags, and the other packaging required to get the product to them intact.

*National Confectioner Association　全米菓子製造者組合
*unraveling　ほぐす　　*incinerated　incinerate（焼却する）の過去分詞
*biodegradable　微生物によって分解される　　*lollipops ロリポップ（棒つきアメ）

［Republished with permission of SAGE Publications, Inc, from Encyclopedia of consumption and waste, Carl A. Zimring and William L. Rathje, 2012, permission conveyed through Copyright Clearance Center, Inc.］

NOTE

Ⅰ-A 空所（T)～(Z）に入る最も適切なものを次の１～４の中からそれぞれ一つ選びなさい。ただし，（V）は本文中に二カ所あり，同じ単語が入ります。

（T）1 alone	2 even	3 ever	4 together
（U）1 however	2 where	3 whereas	4 whether
（V）1 associated	2 charged	3 concerned	4 worried
（W）1 about	2 likely	3 never	4 used
（X）1 Besides	2 However	3 Otherwise	4 Similarly
（Y）1 eventually	2 hardly	3 officially	4 willingly
（Z）1 been	2 being	3 have	4 having

Ⅰ-B 空所（イ)～(ハ）に入る最も適切なものを次の１～４の中からそれぞれ一つ選びなさい。同じ語を二度使ってはいけません。選択肢の中には使われないものが一つ含まれています。

1 for　　2 from　　3 in　　4 of

Ⅰ-C 波線部（a)～(c）の意味・内容を最も的確に示すものを次の１～４の中からそれぞれ一つ選びなさい。

（a）the person who is “hard to buy for”

1 someone for whom a gift is very meaningful

2 someone for whom it is difficult to choose a gift

3 someone who cannot afford to buy any gift

4 someone who hardly accepts any gift

(b) these efforts are small in proportion to the problem

1 only small efforts are necessary to solve the problem

2 small efforts are sufficient to solve the problem

3 the problem has little connection with these efforts

4 the problem is too big for these efforts to be really effective

(c) as a means of vicarious pleasure

1 in order that adults get satisfaction from eating candy only by themselves

2 in order that adults teach children how to buy candy

3 so as to let children enjoy candy on adults' behalf

4 so as to show how the meaning of candy has changed

Ⅰ-D　二重下線部の空所（あ)～(え）に次の１～６の語を入れて文を完成させたとき，(あ)～(え）に入る語の番号を記入しなさい。同じ語を二度使ってはいけません。選択肢の中には使われないものが二つ含まれています。

such as lollipops that have flashing lights, lollipops attached to a battery-powered motor that（　あ　）them spin, and plastic covers that（　い　）them（　う　）（　え　）microphones

1 like　　2 likes　　3 look　　4 looks　　5 make　　6 makes

Ⅰ-E 本文の意味・内容に合致するものを次の１～８の中から三つ選びなさい。

1 Candy is celebratory in almost every culture, but the United States is a rare exception.

2 Of the annual candy sales in the United States, about two-thirds are spent on Halloween candy.

3 In the United Kingdom, 3,000 tons of Easter candy is wasted every year.

4 In the past, people preferred wrapped candies as a form of hospitality.

5 Packaging is necessary to keep candies untouched and undamaged while they are shipped and stored.

6 According to the 2008 report, the containers and packaging of candy formed the biggest part of municipal solid waste, which made up 30.8%.

7 Candy itself does not contribute much to food scraps, because it is rarely thrown away.

8 Nostalgia candy is a growing market, in which the packaging as well as the candy itself matters.

Ⅰ-F 本文中の下線部を日本語に訳しなさい。

NOTE

第３講 解答

＜解答＞

Ⅰ-A (T) 1　(U) 4　(V) 3　(W) 2　(X) 2　(Y) 1　(Z) 2

Ⅰ-B (イ) 3　(ロ) 2　(ハ) 4

Ⅰ-C (a) 2　(b) 4　(c) 3

Ⅰ-D (あ) 6　(い) 5　(う) 3　(え) 1

Ⅰ-E 5, 7, 8

Ⅰ-F 全訳の下線部を参照。

＜全訳＞

キャンディは，お祝いに使用される。ほとんどどの文化でも甘いものでお祝いをするが，アメリカではキャンディとその祝日用の包装が，イースター，ハロウィーン，バレンタインデー，クリスマスや元旦のような祝日のお祝いの中心となる。チョコレートの箱は，贈り物をするのが難しい人に対する完璧な贈り物とみなされることがよくある。キャンディはまた大きなビジネスでもある。キャンディ産業全体の年間約280億ドルの売上の多くが，祝日前後の売り上げによるものだ。全米菓子製造者組合によると，アメリカで一人に付きキャンディに使われた92.91ドルの内，ハロウィーンのキャンディだけで20.39ドルが使われている。

こうしたお祝いの全ての結果，膨大な量の原材料が廃棄物の流れに送られてしまうことになる。廃棄物・資源行動計画（WRAP）というイギリスの廃棄物管理計画の見積もりでは，3000トンの廃棄物がイギリスで購入されたイースターのキャンディの包みで産み出されているとのことだ。2009年に，WRAPは菓子の製造会社に働きかけて，各社はイースターの商品の環境に与える影響をかなり減少させた。

キャンディの包装の全てがマーケティング戦略に基づいているわけではない。その多くが科学の力で動いている。キャンディの皿は，おばあちゃんの家の珈琲を飲むテーブルにあろうと，レストランの接客係のカウンターの上にあろうと，いまだに一種のおもてなしとみなされる。その昔，人は単に指を使って数個の包装されていないキャンディをつかもうと手を伸ばしたものだが，<u>今では食後のミントが，ばい菌がつかないように，別々に包まれていることを望む</u>。ばい菌がつかないように，食べ物は包装を必要としている。

包装のデザインの一部には，キャンディが割れないように配慮されているものもあ

る。キャンディを開き，それが無傷のままであって，一口サイズに折ったり，割ったり，ほぐしたり，引っぱったりして楽しみたいと人は思うのだ。運ぶ間や保存の間にキャンディに傷がつかないようにするには，包装が必要なのだ。（中略）

環境保護庁の 2008 年の報告によると，容器と包装紙が，市の固形廃棄物の 30.8% を生み出し，全体の中で最も大きい割合だった。食品ごみは，その年の市の固形廃棄物全体の 12.7% を占めていたが，キャンディはこの範疇では実際には主犯格ではない。キャンディはそんなに腐りやすいものではなく，ほとんどの人にとって，価値のある食べ物で，すなわちキャンディは消費されやすいものだ。しかし，ほとんどのキャンディの包装は，埋め立て地に行くことになる。それは，街頭や水路や道路沿いのゴミとしても存在している。その包み紙は，ある種の紙，アルミフォイル，そしてプラスチックから成る。キャンディの包装に使用される薄いプラスチック膜を構成する混合ポリマーは，リサイクルができない。焼却することはできるが，このゴミのほとんどが，最終的に埋め立て地に送られてしまう。

バルクキャンディは，中には個別に包装されていないものがあり，ある場所では売られていて，不要な包装が廃棄物になることを心配する人には最善の選択肢になる。他の商品のカテゴリーと同様，微生物によって分解される包装を使用する努力はなされており，リサイクルされたジュースのパックやあるブランドのキャンディの包みを利用して，トートバッグや宝石，他のアクセサリーを作る小さな業界がある。しかし，こういった努力は，その問題の大きさに対してはわずかなものでしかない。

おそらく最悪の犯人は，キャンディとおもちゃを兼ねる商品である。例えば，点滅灯付きロリポップや，回転させるバッテリー付きのモーターが付いているロリポップ，プラスチックのカバーが付いていてマイクのように見えるロリポップだ。

キャンディ市場の大部分は，子供をターゲットにしているように思えるが，子供時代に向けられているという方がより正確かもしれない。大人は，キャンディが子供のころの自分にとってどれほど大きな意味があったかを思い出して，他人を通じて自分の喜びを感じる手段として，子供にキャンディを買い与える。キャンディの喜びの一部は，単にキャンディそのものに対してだけではなく，包装に対する懐かしい思いからも来るのだ。キャンディ産業の一つの発展は，懐かしさを持つキャンディの市場だ。消費者は子供時代のキャンディを求めており，この需要に対しては，主にネット販売を通じて対応されている。商品の宅配は，商品を無傷で送り届けるのに必要な段ボール箱やビニール袋，そして他の包装をリサイクルする努力を消費者がしないなら，廃棄物の流れにさらに影響を与えてしまうのだ。

第３講 重要語彙リスト ＊一つ一つ何度も繰り返して，覚えてください

1	celebratory	お祝い用の
2	result in	～に終わる
3	punishing	つらい
4	waste	廃棄物
5	stream	流れ
6	estimate	見積もる
7	generate	産み出す
8	manufacturer	製造業者
9	significantly	かなり
10	impact	影響
11	strategy	戦略
12	a form of	一種の
13	hospitality	おもてなし
14	grab	つかむ
15	wrap	包む
16	germ	ばい菌
17	foodstuff	食料
18	keep O from ~ing	O に～させない
19	intact	無傷の
20	divide up	わける
21	stretch	伸ばす
22	container	容器
23	municipal	市営の
24	solid	固体の
25	represent	表す
26	portion	割合
27	major offender	主犯
28	category	範疇，カテゴリー
29	perishable	腐りやすい
30	end up ~	結局～になる
31	landfill	埋立地
32	consist of	～から成る
33	compose	構成する
34	venue	場所
35	in proportion to	～の割には
36	be attached to	～に取り付けられている
37	as a means of	～の手段として

第３講 音読用白文 ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

Candy is celebratory. Almost every culture celebrates with sweets, but in the United States, candy and its holiday packaging is central in the celebration of holidays such as Easter, Halloween, Valentine’s Day, Christmas, and New Year’s; a box of chocolates is often considered the perfect gift for the person who is “hard to buy for”. Candy is also big business. Much of the candy industry's total sales of around $28 billion per year are sold around the holidays. According to the National Confectioner Association, of the $92.91 spent on candy per person in the United States, $20.39 is spent on Halloween candy alone.

All of this celebrating results in a punishing amount of material being sent into the waste stream. Waste and Resources Action Program (WRAP), the United Kingdom's waste management program, estimates that 3,000 tons of waste are generated by the packaging of Easter candy bought in the United Kingdom. In 2009, WRAP worked with confectionary manufacturers, who then significantly reduced the environmental impact of their Easter products.

Not all of candy’s packaging is based on marketing strategy; much of it is driven by science. A candy dish is still seen as a form of hospitality, whether it is sitting on a grandmother's coffee table or on a hostess counter at a restaurant. Historically, people would simply reach in with fingers to grab a few unwrapped candies, but people now want after-dinner mints to be individually wrapped so that they are germ-free. Keeping germs out of foodstuffs requires packaging.

Some design is concerned with keeping candy from breaking; people want to open candy and find it intact to have the pleasure of breaking it, dividing it up, unraveling or stretching it into bite-size pieces. Keeping candy intact during shipping and storing requires packaging.

According to an Environmental Protection Agency 2008 report, containers and packaging generate 30.8 percent of municipal solid waste, representing the largest portion of the total amount. Food scraps made up 12.7 percent of the total municipal solid waste that year, but candy is really not a major offender in this category. Candy is not highly perishable, and for most people,

candy is a prized food, meaning the candy is likely to be consumed. However, most candy packaging ends up in landfills. It is also present as litter: on the street, in waterways, and along roads. The packaging consists of some paper, aluminum foil, and plastic. The mixed polymers that compose the plastic film used in candy packing do not lend it to recycling; it can be incinerated, but most of this waste eventually finds its way into a landfill.

Bulk candy, some of which is not individually wrapped, is sold in some venues, and is the best choice for anyone concerned about unnecessary packaging entering the waste stream. As in other product categories, there has been some effort to use biodegradable packaging, and there is a small industry that uses recycled juice bags and some brands of candy wrappers to create tote bags, jewelry, and other accessories. But these efforts are small in proportion to the problem.

Maybe the worst offenders are products that are both candy and toys, such as lollipops that have flashing lights, lollipops attached to a battery-powered motor that makes them spin, and plastic covers that make them look like microphones.

Although it seems a large part of candy marketing is aimed at children, it may be more correct to say it is directed at childhood. Adults buy candy for children as a means of vicarious pleasure, remembering how much candy meant to them as children. Part of the pleasure of candy is nostalgia, not just of the candy itself, but also of the packaging. One development in the candy industry is marketing of nostalgia candy; consumers want the candy of their childhood, and this demand is being met primarily through Internet sales. The home delivery of products has some increased impact on the waste stream if consumers do not make the effort to recycle the cardboard boxes, plastic bags, and the other packaging required to get the product to them intact.